

December 2003  
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Letter from the Director

IMAX showing a success

Icelandair promotion

College conversations

division of tourism

**commerce matters**

*North Dakota*  
LEGENDARY

### Lewis and Clark IMAX event a success

Just like Lewis and Clark accomplished one mission at a time, the North Dakota Tourism Division is calling a business reception, dinner and IMAX movie event hosted on Nov. 21 in St. Paul a mission accomplished.

A total of 300 guests gathered at the Science Museum of Minnesota for the event which featured the IMAX film, "Lewis & Clark: Great Journey West," along with a dinner and featured speakers.

"Our goal was to remind our neighbors in Minnesota that North Dakota is central to the entire Lewis and Clark story and to position North Dakota as a must-see destination during the Lewis and Clark Bicentennial years," said Sara Otte Coleman, director of the North Dakota Tourism Division. "The event was a success."

The guest list included members of the media, travel

**(See IMAX on Page 2)**

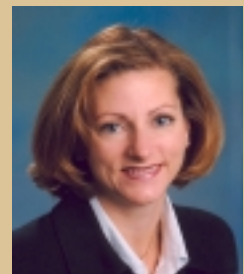


Meriwether Lewis, by Clay Jenkinson, entertained the guests in St. Paul.

### *A letter from the Director*

#### **Keeping you, our partners, informed**

Some of you are reading this e-letter for the first time. As part of our goal to keep all of our stakeholders informed about activities and information that affects our partners in the tourism/hospitality industry, we have added all of the businesses and service providers listed in our 2004 travel guide to our list. I hope you will find this monthly briefing well worth your time to read.



Tourism Division Director  
Sara Otte Coleman

Our staff members have been swamped this past quarter as we finalized our 2004 marketing plan while developing our 2004 advertisements. We presented the annual plan in October. This will be an annual event and all are invited. The program includes a number of cooperative opportunities and buy-downs that help make your advertising budget go further. We also compiled and printed a few of our 2004 collateral pieces. And we have three new television spots and a multi-use DVD/video almost completed. We are looking forward to the 2004 Tourism Conference in Minot to debut our new campaign. Please mark your calendar now for February 29-March 2.

This year's conference committee has put together a great program for all sectors of our

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**(IMAX from Page 1)**

agents, business leaders and former North Dakotans. National Geographic Films, which produced the film, tabbed the Lewis & Clark Expedition "one of the most compelling and heroic adventure stories in history." Coleman, Lee Peterson, commissioner of the North Dakota Department of Commerce, and David Borlaug, president of the North Dakota Lewis and Clark Bicentennial Foundation, spoke at the event. Entertainment was provided by flutist Dakota Wind Goodhouse and by Meriwether Lewis, portrayed by humanities scholar Clay Jenkinson.

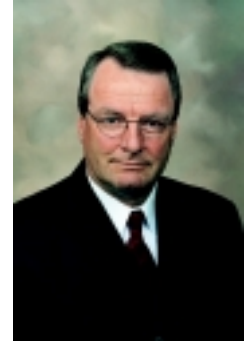
Tourism officials invited guests to tour the Lewis & Clark Trail, which is dotted with adventures and historic sites, from Fort Abraham Lincoln near Mandan to Williston. They also promoted the Lewis & Clark Bicentennial. The first event will be in Bismarck in October 2004 and the second in New Town in August 2006.

Although the St. Paul event focused on Tourism, it was

part of a series of business receptions being hosted by the North Dakota Department of Commerce to market North Dakota as a good place for business expansion.

"Part of the purpose was to pique interest in doing business in North Dakota," Peterson said. "We also recruit ambassadors – those former North Dakotans who are willing to point potential business our way."

So far, 400 former and current North Dakotans from across the country have officially signed up to be North Dakota Ambassadors. The event was sponsored by Great River Energy, the Tourism and Economic Development & Finance divisions of the North Dakota Department of Commerce and the North Dakota Lewis and Clark Bicentennial Foundation. ●



Commerce Department  
Commissioner Lee  
Peterson

### *A letter from the Director*

**(LETTER from Page 1)**

industry. Additionally, we will update you on our programs, the results of our 2003 advertising and highlight the new Tourism Development Plan for North Dakota's recreational, cultural and historic attractions. This plan is currently being presented for input around the state as part of the North Dakota Historical Society's College Conversations at the state's colleges and universities. We will also be presenting new policies that will make it easier for everyone to partner with us.

The Tourism Conference is our official gathering for the year, and as part of our state's second-largest industry, we hope you will want to be a part of it. Also be sure and get your nominations in for the annual awards. There are many deserving entities that merit recognition. Last month we printed a compilation of our year-to-date stats from various sectors of tourism in North Dakota. We are working hard to spend our time and money in areas

that will make a bottom line impact for you. We ask your continued cooperation in supplying us with your numbers so that we can determine if our programs are on target. We need your numbers no later than the 15th of the month following the end of the quarter. If you can help us but don't have the forms, please let us know.

A cooperative marketing event that included a showing of the Lewis & Clark IMAX film was a huge success. Over 300 attendees enjoyed the evening at the Minnesota Science Museum in St. Paul.

Our public relations program has also generated a number of positive stories on North Dakota. Stories were featured in the Minneapolis Star Tribune, the Oregonian, the Winnipeg Free Press, the Wisconsin State Journal, American Cowboy, the Washington Post and the New York Times. Best wishes for a great holiday season ... See you next year in Minot. ●



### Icelandair, N.D. team up

North Dakota Tourism, in cooperation with Icelandair, will be showcasing the talents and trades of four American Indian interpreters at Reiseliv, VUSA-Sweden Workshop, and MATKA. The Icelandair promotion will include Norway, Sweden, Finland, and Iceland from Jan. 10-19, 2004.

Our newest opportunity is the first ever for a "non-gateway airport" state. Interpreters from North Dakota will present traditional American Indian lifestyles, music, art, and nuances of their culture, particularly the North Dakota Plains Indians' dependence on the horse. Four North Dakota American Indian interpreters – Dakota Wind Goodhouse, Kandi Lea Marie Mossett, Matt Schanandore and Ramon Malnourie – will attend shows throughout Scandinavia. And due to the sponsorship support of Icelandair, North Dakota Tourism will be able to participate in another major travel trade show, MATKA, which it would not have been able to due to budget constraints.



Interpreters Dakota Wind Goodhouse, Kandi Lea Marie Mossett and Matt Schanandore.



Interpreter Ramon Malnourie.

**Dakota Wind Goodhouse:** Flute player and story teller specializing in authentic American Indian sign language. Dakota is the Native American Interpretive Director for the Fort Abraham Lincoln Foundation.

**Kandi Lea Marie Mossett:** American Indian crafter, specializing in handmade authentic par fleche bags, medicine bags usually made from buffalo hide and decorated with beadwork. Kandi is the Interpretive Events Coordinator for the Fort Abraham Lincoln Foundation and also serves as a lead interpretive guide to the On-A-Slant Mandan Indian Village.

**Matt Schanandore:** Flute player and expert on the history of music in the American Indian cultures of the Great Plains.

He is a four-year veteran of the Interpretive Division of the Fort Abraham Lincoln Foundation, where he specializes in the interpretation of Mandan Indian heritage.

**Ramon Malnourie:** Grass dancer and storyteller. Ramon is a well-known and very accomplished grass dancer and storyteller. He will perform several different dances, in full dance regalia, and will explain the cultural significance of each.

### International Shows

#### Reiseliv-Oslo, Norway

January 8-11, 2004

#### VUSA-Workshop, Stockholm, Sweden

January 13, 2004

#### MATKA, Helsinki, Finland

January 15-18, 2004

#### Media Day, Reykjavik, Iceland

January 19, 2004

#### Mid-Atlantic Seminar, Reykjavik, Iceland

February 5-8, 2004

#### ITB, Berlin, Germany

March 12-16, 2004

#### TUR, Gottenborg, Sweden

March 25-28, 2004

#### Pow Wow, Los Angeles, Calif.

April 24-28, 2004 ●

### Tourism enhances ED&F events

New businesses are cropping up throughout North Dakota. A large part of the reason is the work being done by the Department of Commerce Economic Development and Finance Division. The department has played host to several "North Dakota Business Gatherings" around the country.

The guest lists include current business clients and those who have ties to North Dakota, whether through family,

school or business. The goal is to have those people relocate, invest or add businesses to the state of North Dakota, or encourage others to do so.

So, how does the Lewis & Clark Trail fit into the economic development of the state?

Tourism is now the second-largest industry in the state, bringing in millions of dollars in



Annette Schilling

revenue. The Lewis & Clark Bicentennial commemoration has become an important piece of that statistic, which makes it a great theme for the North Dakota gatherings.

North Dakota Tourism Lewis & Clark Coordinator Annette Schilling spoke recently about the bicentennial commemoration at an event in San Jose, Calif. Nearly 200 guests attended the event, which featured a distinctive dessert, the Missouri River Sand Bar, as prepared from a recipe in the Sacagawea cookbook. The bars were served with a specially designed piece of white chocolate bearing the Lewis & Clark logo.

Tracy Metzger, marketing vice president for Economic Development and Finance Division, said the Lewis & Clark theme has proven to be a great success.

Metzger said upcoming meetings are scheduled in Portland, Ore., Los Angeles and New York. ●

### Branding North Dakota workshops

Are you wondering how to get the word out about your tourism business or product? Come to a Branding North Dakota Workshop to get some ideas on how to get this done. Find out more about local tourism activities in the community and region, learn about the basics of effective marketing, brochure design and effective Web sites. Find out more about the Small Business Development Center programs. North Dakota Tourism will also share its research results, 2003 advertising campaign, and discuss what is in store for 2004.

The workshops, Dec. 18 at Stanley and Jan. 7 at Edinburg, are sponsored by North Dakota Tourism Division, NDSU Extension Service, North Dakota Center for Business and Technology and the North Dakota Rural Development Council. In addition, the host communities have sponsors. ●



**LEWIS & CLARK™**  
A North Dakota Adventure

**ND Tourism's**

**Capitol Christmas Sale**

December 9th: 8 am - 5 pm  
December 10th: 8 am - 4 pm

**Ground Floor, West Wing, State Capitol**  
Sweatshirts, T-shirts, caps, mugs, pens, more



Fill your Christmas shopping gift list with North Dakota "Legendary" and "Lewis & Clark Bicentennial" merchandise. To shop online, go to [www.ndtourism.com](http://www.ndtourism.com). ●



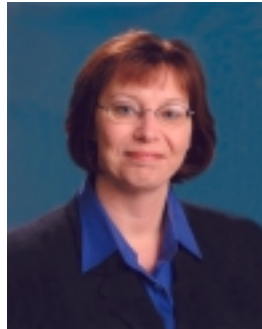
## Connections made

North Dakota representatives laid the foundation for future visits with contacts made during the National Tour Association convention in Charlotte, N.C.

The NTA convention involves tourism industry leaders from the motorcoach industry, tour operators, destination marketing organizations and other associates. This year, North Dakota was represented by six delegates from the destination marketing organizations and two representatives from the accommodations sector. The conference is designed to match up, in pre-scheduled appointments, interested tourism industries for a seven-minute meeting. Additionally, there is a 30-minute time slot to acquire additional appointments with tour operators and motorcoach industry businesses.

The response to North Dakota was very positive. Established tours are pleased with our performances and new tourism operators look forward to visiting the state. Tour operators were especially interested in agritourism, energy, Lewis & Clark, special events, historic sites, national parks and attractions.

Representing North Dakota were Sylvia Garcia of Fargo-Moorhead Convention and Visitors Bureau, Wade Westin of Theodore Roosevelt Medora Foundation, Sheri Grossman and Rita Horner of the Bismarck-Mandan Convention and Visitors Bureau, Sheryl Person and Deb Berggren of Tharaldson Lodging Company and Fred Walker and Deanne Keller of North Dakota Tourism. For more information on group travel in North Dakota, contact Keller at 328-2502 or by e-mail at [dkeller@state.nd.us](mailto:dkeller@state.nd.us). ●



Deanne Keller: Group Travel Marketing Director.

## 'Conversations' ongoing

The State Historical Society of North Dakota is leading "College Conversations" in state university communities in December and January.

The College Conversations are a partnership effort of the State Historical Society, North Dakota Tourism Division, North Dakota

Parks and Recreation, North Dakota Geological Survey and North Dakota Department of Transportation to present information about services and programs that our agencies offer and to hear your

suggestions about how to improve and enhance these programs and services. Sessions have been held in Valley City, Bismarck and Dickinson.

The group is also presenting an outline to update the Master Tourism Development Plan. The original Master Tourism Development Plan was put together 10 years ago. Come to the Conversation to find out what the partnering agencies are doing and to share your thoughts and ideas for the future.

The College Conversations are a continuation of the Community Conversations that have been held throughout the state the past several years. For more information, contact Rachel Retterath at 328-2525 or [rretterath@state.nd.us](mailto:rretterath@state.nd.us). ●

## Upcoming events

The following College Conversations are scheduled. We will notify you as others get scheduled throughout North Dakota:

**Tuesday, December 9, 3 p.m.**  
North Dakota State University Minard Hall

**Thursday, December 11, 3 p.m.**  
University of North Dakota

**Wednesday, January 21, 3 p.m.**  
Lake Region State College, Devils Lake

**Tuesday, January 27, 3 p.m.**  
State College of Science, Wahpeton

**Other January locations**  
Mayville State University  
Minot State University  
Williston State College

## North Dakota 'Naturally'

ND Tourism Conference  
February 22 - March 2, 2004



Minot, North Dakota  
International Inn

The 2004 North Dakota Tourism Conference will be held Feb. 29-March 2 at the International Inn in Minot.

A brochure swap gets things rolling on Sunday at 3 p.m.

The annual tourism awards

program is again part of the event. Awards to be presented on Monday, March 1:

- Tourism Industry Leader (nominated by a peer in the tourism industry).
- Front-line Tourism Employee (nominated by the individual's employer).
- Public or Non-Profit Tourism Entity (may be nominated by your own entity).
- Private Tourism Entity (may be nominated by your own entity).
- International Tourism Award (nominated by peer in the tourism industry).

Application deadline is Feb. 10. For more information on the tourism awards or the tourism conference, contact the North Dakota Tourism Division at 328-2525 or your local convention and visitors bureau. ●

## Officials visit Pembina Gorge area

Tourism Director Sara Otte Coleman toured the Pembina Gorge area with other state agency directors on October 31.

The trip brought directors of the state's Department of Transportation, Parks and Recreation, Historical Society, Game and Fish and Tourism together to the Turtle Mountains area and the Pembina Gorge region to talk about future tourism development.

The group first met at NDSU-Bottineau and looked at the extensive trails, parks and recreation opportunities in the region. From there, it headed east to Langdon.

The tour was a great opportunity to discuss future



State officials recently visited the Pembina Gorge region of North Dakota to discuss future development plans.

development plans. During a lunch at Frostfire Ski Area area, developers, legislators and tourism stakeholders shared ideas on the future of the gorge.

"The trip was a great way to get all the agencies involved together to discuss the potential of this scenic area of our state," Otte Coleman said. ●

## Tourism still looking for partners

North Dakota Tourism is still looking for partners to work with Outdoors Promotion Coordinator Mark Zimmerman during the upcoming sport show season. From staffing the booth to having your material displayed, several partnership options are available. For more information on the schedule contact Zimmerman at 328-2509 or at [mzimmerman@state.nd.us](mailto:mzimmerman@state.nd.us). ●

### N.D. Tourism

#### 2004 Sports Shows

**Rochester Sports Show**

Jan. 30-Feb. 1

**LaCrosse Sports Show**

Feb. 12-15

**Duluth Sports Show**

Feb. 18-22

**Des Moines Sports Show**

Feb. 18-22

**Omaha Sports Show**

Feb. 25-29

**Northwest Sports Show**

(Minneapolis)

March 2-7

**Sioux Falls Sports Show**

March 11-14

**Milwaukee Sports Show**

March 12-21